

HORSE RACING ALBERTA 2015 CAMPAIGN PLAN



INTRODUCTION

On any given day, in any given part of Alberta, there are an endless array of entertainment options waiting to be discovered. For adults 25-36 years, a simple search for a new way to spend a Wednesday night or a weekend can result in an overwhelming list. Today, the problem isn't having something to do; it's choosing something to do.

The 2015 campaign has been developed with this in mind. We are looking to raise awareness of live horse racing as an entertainment option for our target market. The creative and the media plan have been developed together to hone in on the audience where they are spending their free time.

With effective media placements and creative messaging we see an opportunity to persuade the socially-active younger target to make their next trip to Horse Racing Alberta (HRA) tracks for an exciting new experience.

OBJECTIVE

- Drive interest amongst younger demographic for horse racing in Alberta
- Develop effective media placements hitting both primary and secondary target audiences
- Reintroduce racing in Calgary with the new track opening

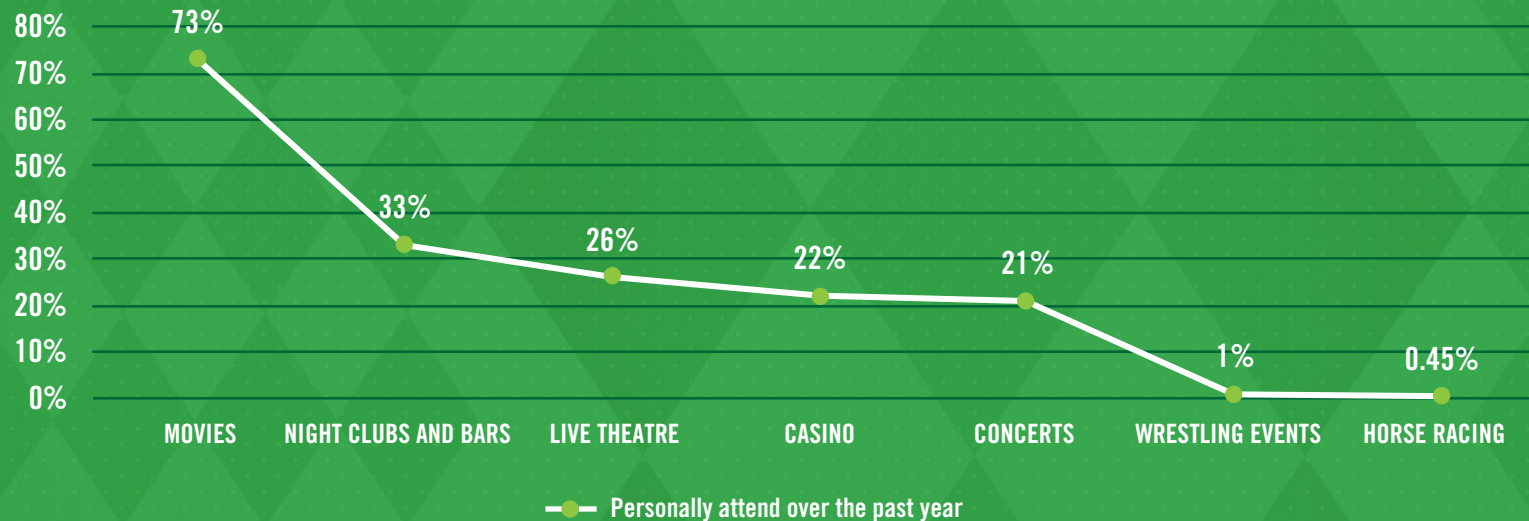
TARGET AUDIENCE

- Primary:
Adults 25-36 years, \$25K+ household income, live in Alberta
- Secondary:
Canadian horse racing fans - more frequent visits

TARGET AUDIENCE

Of our total adults 25-36 years target who live in Alberta with a \$25K+ Household Income, only 0.45% currently show any interest in horse racing (attend, bet). Source: PMB 2014 2-Year Readership Database

% OF AB TARGET WHO PERSONALLY ATTEND EVENTS/VENUES IN A YEAR



The target market is young adults, skewing male, ages 25-36 years. These individuals have been out of university for a few years, working in entry-level positions. Although the majority of their income is spent on a mortgage or rent, they are very socially active and they spend their disposable cash on entertainment. They frequent live sporting events and live performances, use the Internet as their primary source of information and over 50 per cent use Facebook and streaming online videos. On the weekend, they go to clubs, movies, dinner, golf, or just hang out with their friends.

MEDIA STRATEGY

MEDIA STRATEGY

The media plan was built to focus our dollars where the target market is spending most of its down time – online, the movies, the gym, bars and restaurants.

- 1 Online
- 2 Cinema
- 3 Place-Based Outdoor

ONLINE

Maintain an “Always On” presence during the racing season with a variety of online tactics that target both primary and secondary consumers.

1 Search

Develop a list of keywords that target consumers who are looking for entertainment options in the key markets (includes Google AdWords)

2 Display

Target consumers through programmatic buying platforms to achieve efficient and effective market plans to reach the audience

3 Social

Develop a plan to drive engagement in social space among Facebook users through mobile, tablet, laptop and desktop computers

CINEMA

Based on our movie-watching target, we recommend the use of movie theatre media (Cineplex) with visual creative pieces to persuade our event-going crowd.

1 Digital Pre-Show

2 x 15-second spots created specifically for cinema

PLACE-BASED OUTDOOR

In order to hit our health-conscious and event-going crowd, we recommend the use of fitness and restobar networks:

- 1 FitTV Network – High impact broadcast spots in fitness centres
- 2 Restobar banner – Large impact in-bar and in-restaurant placements
- 3 Restobar digital – Great creative opportunity for something new and memorable

DISPLAY BANNER CREATIVE



LARGE FORMAT CREATIVE-SPORTS BAR



**WINNER
WINNER
US.
CHICKEN
DINNER**

THE HORSES
AT NORTHLANDS PARK

WEDNESDAYS, FRIDAYS & SATURDAYS

LARGE FORMAT CREATIVE-SPORTS BAR



RESTOBAR/FIT TV CREATIVE-TREADMILLS



VIEW THE SPOT

- CENTURY DOWNS* ▶
- NORTHLANDS PARK* ▶
- EVERGREEN PARK* ▶
- ROCKY MOUNTAIN TURF CLUB* ▶

RESTO BAR/FIT TV CREATIVE-FITTING ROOMS



VIEW THE SPOT

- CENTURY DOWNS* ▶
- NORTHLANDS PARK* ▶
- EVERGREEN PARK* ▶
- ROCKY MOUNTAIN* ▶
- TURF CLUB*

CINEMA CREATIVE-NEW RULES



VIEW THE SPOT

- CENTURY DOWNS*** ▶
- NORTHLANDS PARK*** ▶
- EVERGREEN PARK*** ▶
- ROCKY MOUNTAIN
TURF CLUB*** ▶

CINEMA CREATIVE-HORSE TRAILER



VIEW THE SPOT

CENTURY DOWNS



NORTHLANDS PARK



EVERGREEN PARK



***ROCKY MOUNTAIN
TURF CLUB***



CAMPAIGN LANDING PAGES



VIEW ONLINE

CENTURY DOWNS ▶
NORTHLANDS PARK ▶
EVERGREEN PARK ▶
ROCKY MOUNTAIN ▶
TURF CLUB